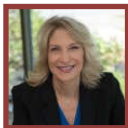


# EAGA Business Builder

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## Today's guest speaker was Dr. Tracy Brower, PhD — Vice President of Workplace Insights with the Applied Research + Consulting group at Steelcase



Dr. Brower is a sociologist studying work life fulfillment, happiness and the future of work. She is the author of two books - *The Secrets to Happiness at Work* and *Bring Work to Life by Bringing Life to Work* and is also a senior contributor to *Forbes* and a contributor to *Newsweek* and *Fast Company*. As her title and credentials suggest, Dr. Brower has a wealth of knowledge concerning the history, trends and future projections about the business workplace. This morning, she shared some of that information with us. Small businesses make up approximately 71% of employers in the US. That is a positive because there are several advantages that come with being a small business: They are more agile and can move fast to make necessary changes; They are able to have accountability within their workforce and can more easily celebrate successes; Workers in small businesses most often enjoy a greater sense of belonging than do their counterparts in large companies. But for leaders in those smaller companies, the challenges are usually more pronounced. One of the greater pressures comes from a constant need to secure, and maintain quality talent in their workforce. And as most business folks agree, there is a talent shortage that will only get worse over the next few years. In most countries (and that includes the US) there is a declining birthrate, so the pool of workers will continue to decline. But within those able to work, the attitudes, needs and expectations are changing as well. Studies indicate that the top talent in a workplace actually perform at a level about 400% better than the average workers. There are also studies saying that top performers have a positive influence on those around them. Other employees working within 25ft of a top performer will have increased performance and there is a measurable 'knowledge spillover' to those working within 65ft of a top performer. However...top performers are also most likely to leave the company within the first year. One key to any company's success is being able to retain that good talent, but that too has become more of a challenge these days. Recent research indicates that the incoming pool of employees have different attitudes and needs than did those of past generations. Employees want to have a feeling of purpose and a need to be a part of something bigger, but they also have different 'needs'. The current generation is experiencing a record level of loneliness; puts more emphasis on mental issues and has a greater need for acceptance (about 98% of Gen Z people say that they are getting 'burned out' even though most have not even worked long enough to have even established a career path). So how can a leader deal with this current situation? Provide a workplace that can be perceived as a place of stability. Have the work environment such that everything you do gives value to someone and that employees know the feeling that what they are doing is a benefit to someone...whether it is a customer, another employee or themselves. Figure out how to 'normalize' stress and help workers build up a resilience for it. Understand that employees learn by watching, so make sure that you are always conveying confidence, consistency and predictability in how you lead. Be a source of trust and always be aware of how you treat people. Be firm, but supportive. And hold people accountable for how they are working or behaving. Provide proper training and expect that workers will do a good job. Figure out how to communicate the employee's benefit and positive contribution to the overall success of the company. And, whether you want it or not, AI will be coming to a company near you. Be super selective about how you implement it. Be aware of the need for proper 'training' of AI and establish boundaries and guardrails for how and when it is used. Some current jobs will be replaced by AI, but it will also provide an opportunity for employees to learn new and additional skills. There are, obviously many other challenges and things to understand about the future workforce and what changes the future leaders may need to make in order for businesses to succeed. You can learn more about what Dr. Brower has to say about it by reading one of her books, listening to her TedX talk or following her discussions in future *Forbes* articles. Thank you to Dr, Brower for speaking to us this morning, and thank you to Michael Kourcek—Atmosphere Commercial Interiors for arranging her visit.

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- ◆ The EAGA Golf Tournament is just about here. It will be on May 10th and we would like to add a few more players to the roster. EAGA members play for free. Guests are encouraged and their fee is \$85. Hole sponsorships are still available too. You won't win the super hole-in-one prize if you don't try, and you can't try if you're not signed up. Get on the list by this coming Tuesday. If you still have any questions, please contact Tournament Chairman, John Mead (505-342-9200).
- ◆ The Summer Bash Committee is still soliciting members. If you want to get more involved in EAGA, or if you want to get to know other members in a non-business setting (particularly if you are new to EAGA), become a member of that committee. Spouses and Significant Others are encouraged to participate as well. To get included in the group, contact one of the Committee Chairmen Pat Maloy (pat@maloystorage.com) or Dan Mowery (danrmowery@gmail.com) .

## Puzzle of the day:

Quickly go through and count the F's in the this phrase.

**FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.**

Answer: There are six F's in the phrase. Most people will find three. Not many will see all six when counting for the first time because they miss the "OF". The human mind tends to see the "OF"s as V's. © Exidor's Logic Puzzle Place

## Badge Board Greeters

- May 06<sup>th</sup> Erik Mease—SMPC Architects
- May 13<sup>th</sup> Johnny Carroll—ABQ Headshot & Portrait
- May 20<sup>th</sup> Todd LeCesne—Althera Alternative Care
- May 27<sup>th</sup> No Meeting—Memorial Day Holiday
- June 3<sup>rd</sup> Robert Schuerman—Medical & Commercial Communications
- June 10<sup>th</sup> Nestor Romero—The Payroll Company
- June 17<sup>th</sup>
- June 24<sup>th</sup>

## Scheduled Speakers

- May 06<sup>th</sup> Guest Speaker—Colonel David Wyrick, Deputy Commander 377th Air Base Wing, Kirtland AFB
- May 13<sup>th</sup> Jerry Schalow—Rio Rancho Regional Chamber of Commerce
- May 20<sup>th</sup> Lawrence Herrera—The Performance Ranch
- May 27<sup>th</sup> No Meeting—Memorial Day Holiday
- June 3<sup>rd</sup> Rich Ringrose—Albuquerque City Lifestyle Magazine
- June 10<sup>th</sup> Randy Allen—Next Level
- June 17<sup>th</sup> President's Round Table
- June 24<sup>th</sup> Robert Schuerman—Medical & Commercial Communications

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